Presentations That Work

What's here?

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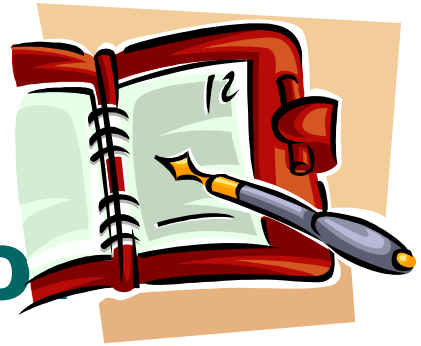
What Do They Want/Nee

- Analyze your audience – what do they want, need or expect?
- Put yourself in their shoes. What is their level of understanding?
- What is their current reality?
- Anticipate what they want. Once you know that, you can figure out how to "sell" the benefits of your topic.

What Do You Need To Do



- Set your goal and keep it before you.
- Decide what it is you would like to happen as a result of your presentation.
- The four main goals of any communication are to:
  - inform
  - request action
  - persuade
  - build relationships
- Decide which of these goals you are planning to achieve.

Prepare

- Do your homework -- research your topic.
- Speak about things you know about through experience or study.
- Anticipate questions and make sure you have the facts to answer them.
- Plan for objections your audience might have concerning the presentation.
- Prepare so that you are ready for any situation.

  (Examples: audio/visual equipment failures; significant changes in anticipated participation; need to change emphasis because of well-aimed question from the audience, etc.)

Plan the Presentation, page 2

- Plan the parts of your presentation.
- List all points you plan to cover.
- Group them in sections and put your list of sections in the order that best achieves your objectives.
- Begin with the most important topics.
- When you put your talk together, keep in mind why your audience would want to hear what you have to say.

Plan the Presentation, page 2

Ensure your presentation area is ready.

- How many will attend?
- Where will it be held? (Address, point of contact, phone numbers, etc.)
- Lighting?
- Local procedures / requirements?
- Furniture?
- Audio-visual equipment?
- General office supplies?
- Accommodations for the disabled?

Format & Delivery, page 1 c

- Plan your format and delivery.
- ***How*** you give your talk can be more important than ***what*** you say.
- Whenever possible, speak from an outline.
- If you have a formal written speech to deliver, use a marking system in the text to guide your delivery.
- Seize every opportunity to practice. Good presentation skills are learned.

Format & Delivery, page 2 c

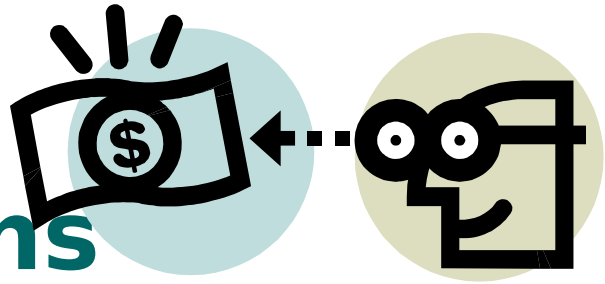
- Give your presentation to the audience, not your visuals.
- Don’t speak while writing. Write, then face audience and talk.
- Make quick references to your visuals without swinging your arms or pointer around. Use hand closest to visual; don’t reach across your body.

Format & Delivery, page 3 c

Avoid the common presentation mistakes:

- Poor posture (slumping).
- No movement (stiff as a board).
- Awkward gestures (crossed arms or fig leaf positions).
- No eye contact with audience.
- Poor speaking voice (too fast/slow, monotone, too loud, not loud enough, etc.)

Manage Expectations



- Manage expectations.
- Communication is a two-way street.
- Before you begin your workshop or presentation, be sure your participants know what to expect.
- They will arrive with some preconceived ideas. Your advance communication about your presentation needs to be clear to set the perceptions right so there is no confusion or disappointment.
- Start on time – stay on time – end on time!

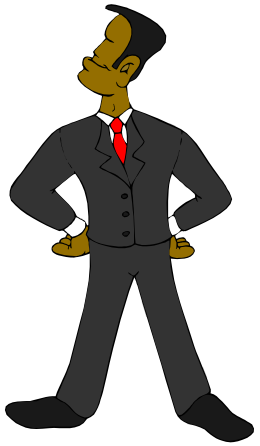
Hold Their Attention

- Grab your audience's attention -- start with a “hook”!
- Keep their attention -- tell them how they can get something they want.
- Outline the agenda - knowing your order increases attention.
- Never take your audience for granted, people have very short attention spans.
- Keep your audience 100% engaged.
  - make your message visual
  - build anticipation
  - create a conversation cycle
  - use role-play practices

Tell `em³

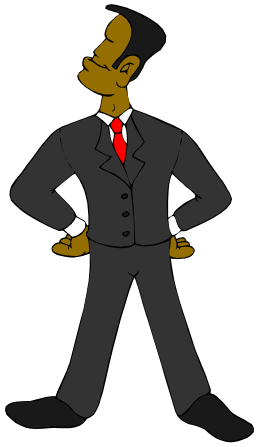
- Tell `em 1 -- Let your listeners know what you want them to do near the beginning of your talk.
- Tell `em 2 -- Present your basic idea; outline your presentation; then lead your audience to the desired result.
- Tell `em 3 -- Summarize what you told them.

Confidence, page 1 of 3



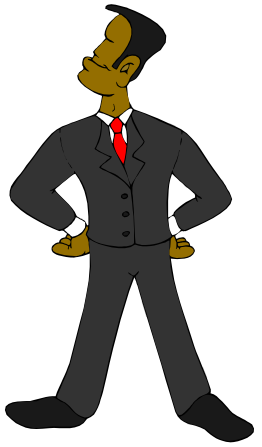
- Confidence is the key.
- Predispose your mind to success.
- Good presenters believe in themselves and their information. Be confident and show confidence. You must be inspired by your cause/information.
- Explore all phases of your subject. Know how your talk will help the audience get what they want.
- Careful preparation builds self-confidence.
- Know you can do it, and that you are more qualified than any member of the audience to give this particular talk.

Confidence, page 2 of 3



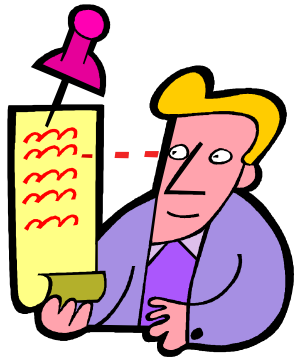
- Be ready!
- Arrive early and check out the presentation / meeting area before any of the attendees arrive.
- Check out the support requirements:
  - Amenities provided
  - Equipment works
  - Assistants, if applicable, are there and ready
  - Note pads, pens/pencils, and other applicable supplies, name tags, desktop tents/placards, etc., are in place.
- Imaging and be prepared for the unexpected.
- Ensure your notes and visuals are in order.

Confidence, page 3 of 3



- Shake off the jitters:
  - Visualize successful presentation.
  - Take several deep breaths and focus on relaxing body.
- Develop a quick, informal relationship with several members of the audience to help personalize your approach.
- Give the presentation just like you did in practice.
- Show you are confident and know what you are doing – people will tend to believe you (even if you are nervous inside).
- After you state the conclusion, stop talking – it's over!

Notes / Cue Cards



- Rehearse what you are going to say until you are comfortable with your presentation.
- Don’t read your presentation slides -- use them (or cue cards) to remind yourself what to say and to keep track of your presentation.
- If you are using an easel and pad, write additional notes in the margins with a light pencil – these will work like cue cards.
- Use of cue cards are fine – just don’t read from them. Your audience can read.
- Use notes / cue cards as “reminders” – don’t write out every word of your presentation.

Handouts

- The more ways you engage your audience, the more apt they are to remember your message / presentation.
- Provide “read-ahead” material or directions.
- Using the “handout” print function of PowerPoint, make handouts for your audience – typically 2 or 3 slides per page is best.
- Provide ancillary or support materials when appropriate.
- Ensure everyone is clear on assignments.
- Provide follow-up notes / summaries when appropriate.

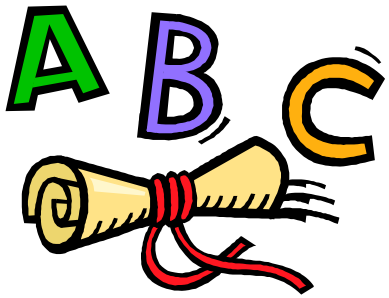
Use a Template

- Use a set font and color scheme.
- Different styles, templates, backgrounds, font conventions, etc., are disconcerting to the audience.
- You want the audience to focus on what you present, not the design of the PowerPoint slides or the “way” you present.

Fonts

- Choose a clean font that is easy to read.
- Roman and Gothic typefaces are easier to read than Script or Old English.
- Stick with one or two types of fonts.
- Don’t try to use every font in the palette.

Font Size



- Bulleted items should be no smaller than 22 points.
- The title should be no smaller than 28 points.

Bullets, 1 of 3

- Keep each bullet to one line; two at the most.
- Limit the number of bullets in a screen to six, four if there is a large title, logo, picture, etc.
  - This is known as “cueing”
  - You want to “cue” the audience in on what you are going to say.
    - Cues can be thought of as a brief “preview.”
    - This gives the audience a “framework” to build upon.

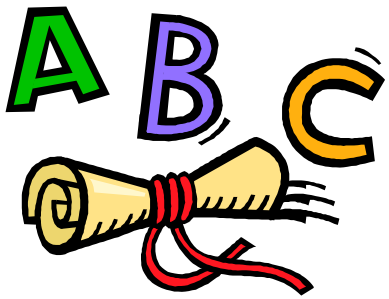
Bullets, 2 of 3

- If you crowd too much text, the audience will not read it.
  - Too much text makes it look busy and is hard to read.
  - Why should they spend the energy reading it, when you are going to tell them what it says?
  - Our reading speed does not match our listening speed; hence, they confuse instead of reinforcing each other.

Bullets, 3 of 3

- Use uppercase letters appropriately.
- Use key words and phrases.
- Eliminate excess words.
- Avoid use of technical terms.
- Use bullets to show main points.
- Ensure your visuals are not too crowded or busy.

Animation



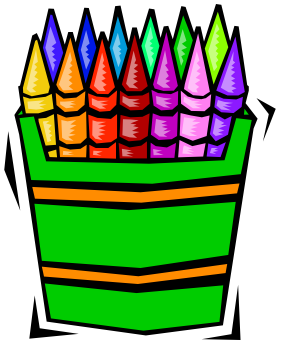
- Emphasize key points with sequenced animations.
- Make a point.
- Then another.
- Etc.

Caps and Italics

A a
A a

- Do not use all capital letters
  - Makes text hard to read
  - Conceals acronyms
  - Prevents their use for EMPHASIS
- Italics:
  - Used for "*quotes*"
  - Used to *highlight* thoughts or ideas
  - Used for book, journal, or magazine *titles*
- Avoid excessive **use** of highlighting **and** similar forms of *emph*

olors



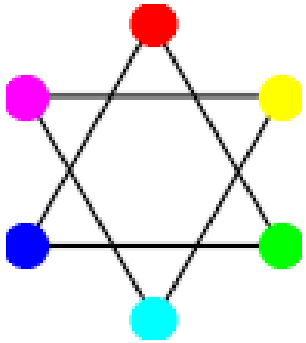
- Reds and oranges are high-energy, but can be difficult to stay focused on.
- Greens, blues, and browns are mellower, but not as attention grabbing.
- White (or light colors) on dark background should not be used if the audience is more than 20 feet away.

You can easily read this up close, but it is harder to read the further away you get….

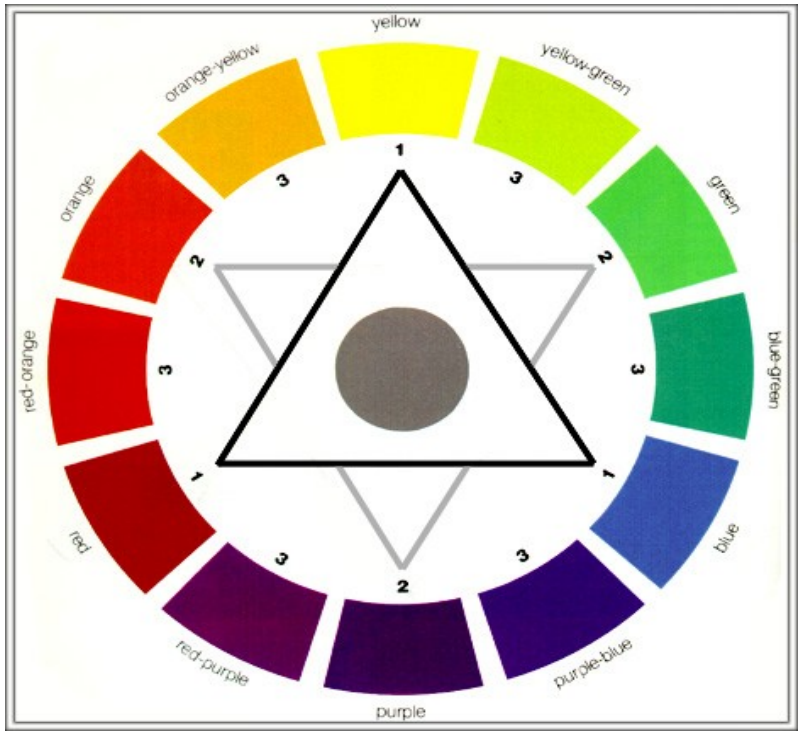
Backgrounds

- Dark text on white background was used for this set of slides:
  - You can reverse this if most viewers will view the presentation on their own computer.
  - Having a dark background on a computer screen reduces glare.
- You may be required to use a specified “Company” template.

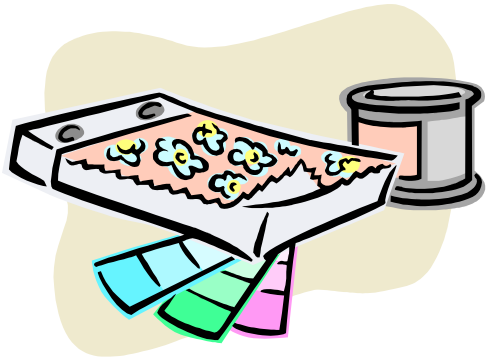
The Color Wheel



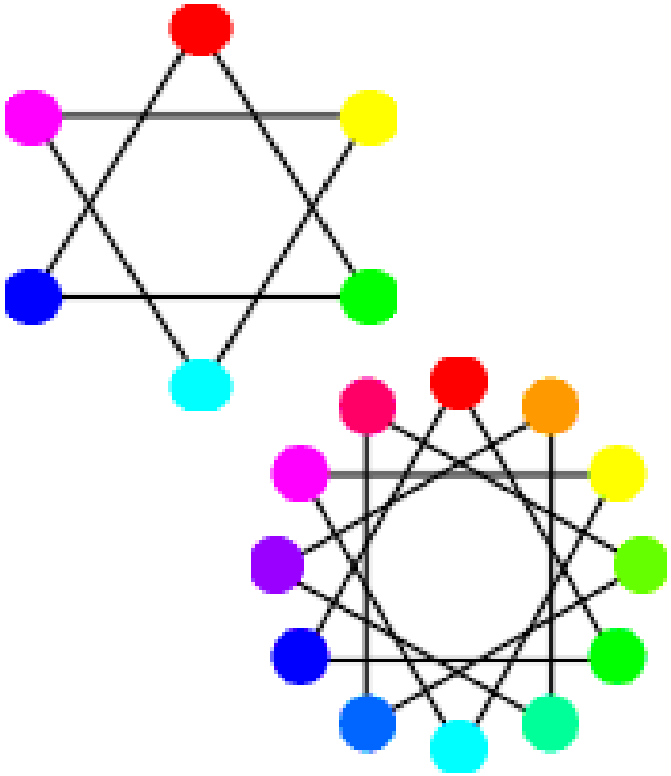
- Colors separated by another color are contrasting colors (also known as complementary).
- Adjacent colors (next to each other) harmonize with one another. e.g., green and yellow.
- The color wheel above is simplified for easy use.



Clashing Colors



- Colors that are directly opposite from one another are said to clash.
- These provide readability - e.g. yellow on blue.

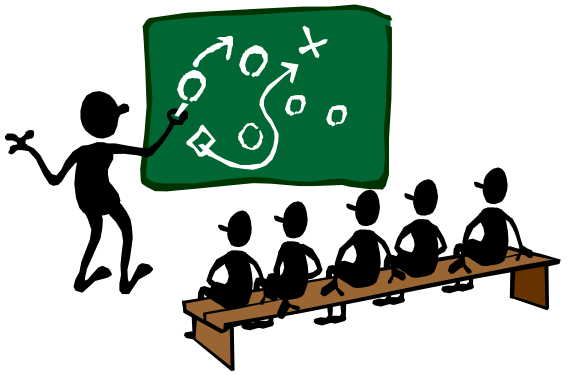


TEST	TEST	TEST
TEST	TEST	TEST

Attention Grabber

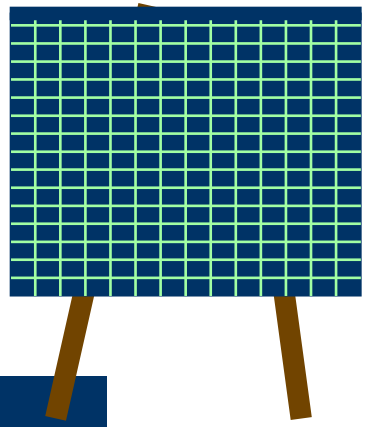
To make a slide stand out, change the font or background – and / or add sound!

Illustrations



- Use only when needed, otherwise they become distracters instead of communicators.
- Illustrations should relate to the message and help make a point.
- Ask yourself if it makes the message clearer.
- Simple diagrams are great communicators.

Charts



- Make letters at least a 2-inches high.
- Charts with lines are much easier to write on.
- Always check your letter size from the greatest viewing distance in your presentation area.
- Alternating colors for each line of text aids reading at a distance.
- If audience greater than 25, use alternative visuals such as 35mm, overhead transparencies, projected computer image, etc.

Readability

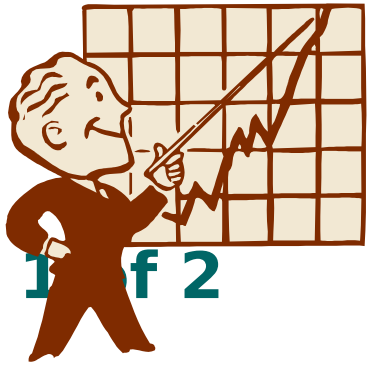
Overhead & 35mm Screen Sizes:

Screen	6’	8’	10’	12’	15’
1/4 inch	30’	40’	50’	60’	90’
3/8 inch	45’	60’	75’	90’	135’
1/2 inch	60’	80’	100’	120’	180’

Examples:

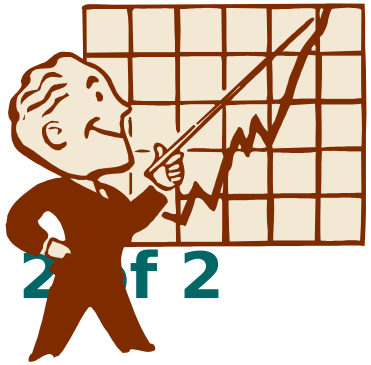
- 1/4” type shown on a screen size of 6’ can be seen 30’ away (20 point Times Roman equals 1/4” type)
- 1/2” type shown on a 10’ screen can be seen 75’ away (40 point Times Roman equals 1/4” type)

The Presenter (you), page 1 of 2



- Do not use the media or lectern to hide you -- the audience came to see you.
- The media should enhance the presentation, not BE the presentation.
- If all you are going to do is read from the slides or overheads, then just send them the slides.
- Speak clearly and at an even pace; neither too quickly or too slowly.

The Presenter (you), page 2 of 2



- Use inflection and tone variation / modulation.
- Avoid a monotone presentation. Be interesting.
- Present (talk) to the audience, not spots in the room or space.
- Pause for affect (where appropriate). Use pauses to let the audience reflect.
- Pause when you deal with your media or presentation materials (handout, examples, etc.)
- Remember, only you can prevent – **“Death by PowerPoint!”**

Additional Information

- Refer to the Essential Management Competencies (EMC) desk reference, Task 1.5, Manage Meetings, Briefings and Presentations.

- Learn to “present” using Toastmaster’s or similar training opportunities.
  -- http://www.toastmasters.org/

- Use the WEB. Searches for “effective meetings”, “effect presentations”, “making effective presentations”, etc., will yield nearly unending products, services, and information.
  -- http://www.greatpublicspeaking.com/?hop=ten3coach

- Design Sense for Presentations (a CD-ROM training product).
  -- http://www.presentationteam.com

That’s all for now…

It’s your presentation – make it a great one!

Suggestions and requests to:

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